



City of New Port Richey

Incentives and Grants  
Program

2020

## INCENTIVES AND GRANTS PROGRAM

### I. STATEMENT OF PURPOSE

Business/ commercial properties play a very important role in conveying a positive image and an inviting attractive atmosphere for the City. Additionally, the appearance and structure of buildings play a part in attracting business activity, new businesses and encouraging business expansion. This program provides incentives for improving business/commercial properties to improve appearance, increase occupancy, meet commercial codes and in general increase the availability of attractive and useful spaces to conduct business. The City, subject to funding, makes several grants available to further the City's goals for positive development. The determination of appropriations will be at the sole discretion of the City.

Grant specific requirements are detailed in each section for each grant. Grants are approved according to grant requirements and availability of funding. The four commercial property grant types are as follows:

- A. Commercial Property Façade and Exterior Improvement Grant
- B. Business Façade and Exterior Improvement Grant
- C. Commercial Leasehold and Interior Improvement Grant

### II. PROGRAM ADMINISTRATION

City Staff is responsible for the management of the incentives and grants program. The program is subject to overall policy direction and general oversight by the New Port Richey Community Redevelopment Agency (CRA). Grants will be administered following the City's purchasing policies. The staff will receive applications and process recommendations for approval. Staff will work with the grant applicant to ensure that applications comply with the codes and ordinances of the City of New Port Richey.

#### A. Application Process

1. General grant information and/or an application is available on the City website [www.CityofNewPortRichey.org](http://www.CityofNewPortRichey.org) or by contacting the Economic Development Department (727-853-1248).
2. Staff reviews the project to ensure compliance with grant program guidelines.
3. If eligible for the grant program and a building permit is required, plans are presented, by the applicant, to the Building Department for review of building regulations. In the event building permits are not required, approval will be granted by the City or its representatives to proceed. It is the responsibility of the applicant to verify if building permits are necessary.
4. Applicant pays for any required permits and licensing and is issued their building permits/licenses.
5. Funding for approved grant applications will be awarded in the order of application approval date. **Note:** In order to ensure that available funds do not sit idle, projects approved under this grant program, must obtain applicable permits and commence work within 60 days of approval, unless an alternate time period is specifically pre-approved by staff. *Projects that are not completed in the required time period will not receive grant reimbursement unless approved by staff.*
6. Upon completion of the project, staff inspects and approves the work.
7. Applicant submits final documentation for the project, including copies of any permits & licenses, Business Tax Receipt, certificate of completion, documentation of payment of all project costs including canceled checks and paid receipts, any lien releases and photos. **Note:** Final documentation must be submitted within 45 days of final inspection and Certificate of Completion.

8. Staff inspects the paperwork to determine compliance with guidelines and processes a request for reimbursement of eligible expenses on behalf of the Applicant.
- B. Grant Awards Criteria
- Grant awards will be based on the following criteria:
1. Consistency of the project with Development design guidelines.
  2. Project includes eligible expenses. Grant funds will be reimbursed for construction and repair costs as well as cost of materials. Grant funds will not be used to reimburse personal expenses.
  3. Project includes all necessary and eligible improvements relative to the grant type whether interior, exterior or both for the unit or building that is the subject of the application. The project must meet applicable code requirements, addressing appearance and function, and Development standards.
  4. Any changes or additions to the original grant application must be approved by Economic Development prior to starting the work or will not be eligible for reimbursement.
- C. Permits and Contractors
1. Depending on the scope of the project, appropriate permits must be obtained. No permits are needed for painting, In general, any work involving the following will require a permit:
    - a. Electrical
    - b. Awnings
    - c. Signage
    - d. Building Renovation
    - e. Structural Changes
  2. A licensed Contractor must be used for any work that requires such. Work completed by unlicensed contractors will not be eligible for reimbursement.

### III. GENERAL FUNDING AND REQUIREMENTS

Funding for City grants is a matching format. The Applicant is required to document and keep records of the expenses and paperwork of the project. If the project is approved and designated to receive funding, the eligible actual expenses for the project will be reimbursed up to applicable limits for the grant type. Only fully documented expenditures are eligible for match and reimbursement. Credit card statements, debit card receipts, canceled money orders, bank drafts and processed checks are appropriate documentation. Cash payments are not eligible. In order to be eligible, expenditures must be in funds (not in-kind, barter or donation). Business must be licensed in the City of New Port Richey. No funds will be disbursed until applicant has completed a W-9 form and all City application forms. Reimbursements will take up to 30 business days to process. All reimbursements will be mailed to the recipient at the address supplied on the W-9 form.

### IV. GENERAL ELIGIBILITY

Grants available in this program are for commercial/business properties located in specific development areas of the City of New Port Richey provided:

- A. Business conducted on the property is a conforming use
- B. The property is within City of New Port Richey jurisdiction
- C. Ad valorem taxes for the subject property are current
- D. Property owner or business tenant does not owe the City money.
- E. Business has a current City of New Port Richey Business Tax Receipt.

V. PROJECT DESIGN GUIDELINES

- A. Changes to the property must not remove, alter, damage, or cover up significant architectural features of the building which are original or which reflect a major alteration or addition that has historic architectural value in its own right, or which help create a unified and attractive appearance to the building.
- B. Colors harmonious with the character of the Community Redevelopment District where the property is located are required.
- C. The size, color and shape of signs and features shall compliment the building, and meet applicable city regulations and design guidelines.
- D. All work and materials are to be of good quality.

VI. TARGETED BUSINESSES

A. Downtown Zoned Redevelopment Area

The Downtown Zoned Redevelopment Area is a general center of activity for both business and leisure pursuits. As such, the City's objective is to attract retail, food & beverage and service businesses that meet the needs of the following customer base (not in any particular order):

- Professional occupations, tourists, eco-tourism, empty-nesters, millennial or retired.
- Workers - business lunches, after work social, and business services
- Local & Downtown Residents - essential neighborhood services

This translates into a need for neighborhood services and a wide range of unique shopping and cultural attractions including, but not limited to:

1. Home Decor & Home Gifts
2. Jewelers
3. Art & Music Galleries
4. Stationary & Flower shops
5. Clothing, Apparel and Accessories (Florida "Resort"/ Upscale/ Outdoor/ Eco-Tourism)
6. Sporting Goods (Bicycle/ Outdoor/ Aquatics/ Beach/ River/ Gulf Water Based)
7. Book Stores
8. Specialty Brewers and Vintners / Wine / Cigar Shops
9. Restaurants including, but not limited to Full Service (Lunch / Dinner)
10. Coffee Shops & Juicers
11. Sandwich Shops
12. Ice Cream Shops
13. Grocery / Food Market
14. Bakery
15. Dry-Cleaner
16. Health/Organic Stores
17. Bicycle Repair
18. Transportation Alternatives—zip cars, charging stations, bike sales, rental & repair, segways, water taxi, etc.

B. Marine Redevelopment Area

Retail, food and beverage, and services that will address the needs of local residents, tourists, visitors and businesses in the Marine area including, but not limited to:

1. Grocery/ Food Markets
  2. Dry-Cleaner
  3. Health/ Organic/ Nutritional Shops
  4. Music & Entertainment Shops
  5. Stationery & Flower shops
  6. Clothing & Apparel
  7. Sporting Goods & Equipment (including Bicycle/ Outdoor/ Aquatics/ Beach/ River/ Gulf / Water Based)
  8. Book Stores
  9. Restaurants, Diners, Eateries & Cafes
  10. Coffee Shops & Juicers
  11. Sandwich Shops
  12. Ice Cream Shops
  13. Rehabilitation
  14. Medical Diagnostic
  15. Medical Tourism
  16. Health Related
  17. Transportation Alternatives – zip cars, charging stations, bike sales, rental & repair, segways, water taxi, delivery services, etc.
- C. Highway 19 Corridor Redevelopment Area
- Retail, food & beverage, and services indicated in the Downtown Zoned and Marine Redevelopment areas that will serve the needs of local residents, tourists, visitors and businesses both local and pass-through in the Highway 19 Corridor compatible with City of New Port Richey Development goals but grant focus is primarily to update distressed properties, meet new building codes and meet ADA requirements.

VII. COMMERCIAL PROPERTY FACADE AND EXTERIOR IMPROVEMENTS GRANT

A. STATEMENT OF PURPOSE

This grant provides incentives to property owners for improving the exterior of commercial buildings including parking lots and landscaping to increase occupancy, improve appearance, and meet commercial codes

B. ELIGIBILITY

Any commercial property owner in any of the City's Redevelopment Areas (Downtown Zoned Redevelopment Area, Marine District, and Highway 19 Corridor) is eligible.

C. ELIGIBLE PROJECTS

In general, grant assistance is restricted to visible improvements of the exterior and for building code upgrades to commercial buildings. The following improvements are eligible, but not limited to:

1. Removal of a false material that may cover the original building appearance, such as plywood, metal or deteriorated stucco.
2. Pressure cleaning
3. New stucco or stucco repair
4. Painting
5. New windows or replacements
6. New doors or replacements
7. New or replacement woodwork
8. Masonry work (new or repointing of mortar joints)
9. Signs (including the removal of old signs and the design, production and installation of new signs)
10. Awnings (including the removal of old awnings and installation of new awnings)
11. Tear out required to build a new entrance into the building
12. Landscaping and planters, repaving
13. Lighting of the exterior
14. Brick or textured pavement, parking lot, driveway and sidewalk repairs/upgrades.
15. Building Code upgrades such as, but not limited to, fire alarm, fire walls, air system handlers (air conditioning/heating units), ADA requirements and electrical.

D. PROJECT FUNDING

Eligible projects may receive grant reimbursement of up to 50% of the cost of materials and professional contracted labor for pre-approved and completed exterior renovations. Each store front/business address is eligible for a maximum of \$5,000 with an overall maximum of \$10,000 per property that contains multiple storefronts or units. Once an application has been submitted for reimbursement, it will take up to 30 business days to process.

VIII. BUSINESS FACADE AND EXTERIOR IMPROVEMENT GRANT

A. STATEMENT OF PURPOSE

The purpose of this grant is to provide incentives in the form of matching grants to encourage the retention and relocation of businesses to targeted areas within the City of New Port Richey referred to as Redevelopment Areas. The program is intended to assist targeted retail, food & beverage, and other service businesses with costs related to signage, awnings and exterior improvements to buildings.

B. ELIGIBLE PROPERTIES

Existing or new targeted businesses (relocating or starting a business) within the City of New Port Richey redevelopment target areas are eligible to apply for assistance. The following are target areas for this grant:

1. Downtown Zoned Redevelopment Area
2. Marine District Redevelopment Area
3. Highway 19 Redevelopment Area

C. ELIGIBLE PROJECTS

In general, the intent of the guidelines is to restrict funding to visible improvements of the exterior and facade for commercial buildings. The following exterior improvements are eligible, but not limited to:

1. Installation or rehabilitation of doors or windows.
2. Signage for new or existing business.
3. Repainting that is consistent with approved color scheme.
4. Installation or replacement of fabric awnings
5. Visual or physical improvements that make the building more inviting .

D. PROJECT FUNDING

Existing targeted businesses may receive awards of up to 50% of the total project cost with no single grant exceeding \$2,500. New, expanded or relocated targeted businesses may receive awards of up to 75% of the total project cost with no single grant exceeding \$6,000. Individual properties consisting of more than one unit may receive more than one grant. There is a two year limit between tenants. Once an application has been submitted for reimbursement, it will take up to 30 business days to process.

IX. LEASEHOLD IMPROVEMENT GRANT

A. STATEMENT OF PURPOSE

The purpose of the Leasehold Improvement Grant is to increase the occupancy rates of leased commercial buildings within the redevelopment areas.

B. ELIGIBILITY

In order to be eligible, the business should meet the criteria for targeted businesses within the redevelopment area where the property is located as part of the strategy recommended by the Redevelopment Advisory Board. . Generally, the following are targeted areas:

1. Downtown Zoned Redevelopment Area
2. Marine District Redevelopment Area
3. Highway 19 Corridor Redevelopment Area

C. ELIGIBLE PROJECTS

In general, the intent of the guidelines is to restrict funding to visible interior public access spaces within commercial/business buildings such as public reception areas or customer service areas. Eligible interior improvements include; ~~for example, are eligible:~~

1. Fixed improvements to interior spaces
2. Interior painting
3. Flooring (tile, carpet or wood)
4. Ceiling improvements
5. Additional lighting
6. Storefront lighting
7. Installation of kitchen equipment for food establishments

Improvements not listed must be approved by Economic Development at the time of application.

D. PROJECT FUNDING

Existing targeted businesses may receive awards of up to 50% of the total project cost with no single grant exceeding \$2,500. New, expanded or relocated targeted businesses (see section VII.) may receive awards of up to 75% of the total project cost with no single grant exceeding \$6,000. Properties with multiple tenant space may apply for funding based on individual tenant spaces. Once an application has been submitted for reimbursement, it will take up to 30 business days to process.



X. UPPER FLOOR RESIDENTIAL GRANT

A. STATEMENT OF PURPOSE

The purpose of the Upper Floor Residential Program is to provide incentives in the form of matching grants to encourage the conversion of upper floors of existing commercial structures to residential units in the Downtown Zoned Redevelopment Area. The development of additional residential units is encouraged to support the development of a mixed use environment.

B. ELIGIBLE PROPERTIES

Any existing multi-story commercial/business building in the Downtown Zoned Redevelopment Area is eligible to apply for assistance.

C. ELIGIBLE PROJECTS

In general the intent of the guidelines is to restrict funding to assist with the conversion of upper floors of existing commercial buildings to residential units. The following improvements are eligible:

1. Costs related to build-out for residential units including but not limited to:
  - a. Electrical
  - b. Plumbing (Bathrooms and Kitchens)
  - c. HVAC Systems
  - d. Walls and structural elements
2. Improvements to meet the requirements for the American Disabilities Act.
3. Improvements to meet the requirements for the National Fire Prevention Act.

D. PROJECT FUNDING

Eligible projects may receive 50% of approved projects for up to \$7,500 per unit. . Once an application has been submitted for reimbursement, it will take up to 30 business days to process.

XI. COMMERCIAL FAÇADE IMPROVEMENT GRANT

A. STATEMENT OF PURPOSE

The Commercial Façade Improvement Grant Program is designed to help facilitate the establishment of new businesses and aid in the expansion of existing businesses within the New Port Richey Community Redevelopment Agency (the “CRA”) District. The program is designed to provide financial assistance to new and existing businesses in the form of a reimbursable grant intended to reduce the initial costs that result in more visually appealing commercial properties or other improvements in accordance with the CRA Community Redevelopment Plan.

B. ELIGIBLE PROPERTIES

Existing or new targeted businesses (relocating or starting a business) in any of the City's Redevelopment Areas (Downtown Zoned Redevelopment Area, Marine District, and Highway 19 Corridor) with a targeted business as described in Section VI are eligible to apply for assistance. The following are target areas for this grant:

1. Downtown Zoned Redevelopment Area
2. Marine District Redevelopment Area
3. Highway 19 Redevelopment Area

C. ELIGIBLE PROJECTS

Projects and items eligible for funding under the program are but not limited to:

- Decorative exterior façade improvements
- Landscape around the building
- ADA improvements
- Parking lot re-paving, re-sealing, re- striping
- Signage
- Exterior doors and windows
- Patio decks connected to the building
- Irrigation
- Exterior wall repairs (stucco, brick/wood repairs and replacement)
- Demolition of structure and re- sodding of vacant property
- Fencing (excluding: chain link, barbed wire, and wood panels)
- Electric vehicle charging stations
- Use or designs that CRA staff or CRA Board determine will support the redevelopment of the CRA District
- Exterior lighting
- Solar electricity and water heating

D. PROJECT FUNDING

The Commercial Façade Improvement Grant Program offers financial assistance in the form of a reimbursable, matching (50%) grant up to \$25,000 to the landlord or business owner for eligible expenses associated with improving the external appearance of their business and to encourage businesses to invest in their operations. Once an application has been approved and expenses submitted for reimbursement, it will take up to 30 business days to process.

XII. COMMERCIAL INTERIOR BUILD-OUT GRANT

A. STATEMENT OF PURPOSE

The Commercial Interior Build-Out Program is designed to provide financial assistance to new and existing businesses in the form of a reimbursable grant intended to reduce the initial costs associated with the repair and rehabilitation of buildings or other improvements in accordance with the CRA Community Redevelopment Plan. Improvements paid for by the CRA must be permanent and stay with the building.

B. ELIGIBLE PROPERTIES

Existing or new targeted businesses (relocating or starting a business) in any of the City's Redevelopment Areas (Downtown Zoned Redevelopment Area, Marine District, and Highway 19 Corridor) with a targeted business as described in Section VI are eligible to apply for assistance. The following are target areas for this grant:

1. Downtown Zoned Redevelopment Area
2. Marine District Redevelopment Area
3. Highway 19 Redevelopment Area

C. ELIGIBLE PROJECTS

Projects and items eligible for funding under the program are limited to:

- Interior Walls
- Grease Trap Installation
- Interior Electrical System, including lighting
- Interior Plumbing
- Flooring
- HVAC
- Hood and Fire Suppression
- The CRA will consider and reimburse additional improvement provided they are beneficial to the CRA's Mission.

D. PROJECT FUNDING

The Commercial Interior Build-Out Grant Program offers financial assistance in the form of a reimbursable, matching (50%) grant up to \$25,000 to the landlord or business owner for eligible expenses associated with the construction or renovation of the interior elements of the commercial operating space.

**XIII. COMMERCIAL RENT REIMBURSEMENT GRANT**

**A. STATEMENT OF PURPOSE**

The Commercial Rent Reimbursement Grant Program is designed to help facilitate the establishment of new businesses and aid in the expansion of existing businesses within the New Port Richey Community Redevelopment Agency (the “CRA”) District. The program is designed to provide financial assistance to new and existing businesses in the form of rent reimbursement intended to help businesses during the critical first year of operation.

**B. ELIGIBLE PROPERTIES**

Existing or new targeted businesses (relocating or starting a business) in any of the City's Redevelopment Areas (Downtown Zoned Redevelopment Area, Marine District, and Highway 19 Corridor) with a targeted business as described in Section VI are eligible to apply for assistance. The following are target areas for this grant:

1. Downtown Zoned Redevelopment Area
2. Marine District Redevelopment Area
3. Highway 19 Redevelopment Area

For purposes of this application, the term “new targeted business” means a company identified in Section VI of this document, in operation for less than six months or relocating to New Port Richey. The term “existing business” means a company identified in Section VI as a “Targeted Business” that has been in operation within the CRA District for a minimum of two years at the time of application and has at least two years remaining on its existing lease.

**C. ELIGIBILITY REQUIREMENTS**

- Applicant must be the business entity (or d/b/a) named and the principal owners named on the corporation documents, and must be the landlord or business owner of the company occupying the property to be improved.
- Must be located within the CRA District
- Must provide proof that the business is properly licensed by all necessary levels of government and professional associations or agencies.
- An existing business must expand to occupy more than 50% of its current square footage size.
- The applicant’s Experian consumer credit report must reflect an acceptable level of financial stability, as determined in the sole discretion of the CRA. A current copy of the consumer report must be provided. Applicants must have an Experian credit score of 601 or higher and have no listed history of bankruptcy to be eligible. If there is more than one business owner, the majority of the business owners must have credit scores of 601 or higher to be eligible.
- Applicant must have an executed multi-year lease with at least two years remaining on the lease.
- Proposed leases must be executed within 30 days of CRA approval or the grant award is terminated.
- The Commercial Rent Reimbursement Grant Program may only be used one time by any one specific business entity or business owner.

D. PROJECT FUNDING

Businesses are eligible for reimbursement for up to half (50%) of the business's base monthly rent or \$1,250 per month, whichever is less (maximum amount of the grant is \$15,000 distributed in four quarterly payments).

XIV. COMMERCIAL REAL ESTATE REDEVELOPMENT GRANT

A. STATEMENT OF PURPOSE

The Commercial Real Estate Redevelopment Grant is a CRA incentive program that serves to support private redevelopment projects with a \$500,000 minimum in capital investment. This program is designed to support difficult redevelopment projects that would not happen without CRA assistance at some level.

B. ELIGIBLE PROPERTIES

Any businesses (relocating or starting a business) in any of the City's Redevelopment Areas (Downtown Zoned Redevelopment Area, Marine District, and Highway 19 Corridor) with a targeted business as described in Section VI are eligible to apply for assistance. The following are target areas for this grant:

1. Downtown Zoned Redevelopment Area
2. Marine District Redevelopment Area
3. Highway 19 Redevelopment Area

C. ELIGIBILITY REQUIREMENTS

The Commercial Real Estate Grant Program is designed to support difficult redevelopment projects. Since not all redevelopment obstacles are the same, this program allows the CRA the flexibility to choose from a variety of options to facilitate projects that would not happen without CRA assistance at some level. Grant funds will require a redevelopment agreement and target four specific elements of the project.

1. Purchase and/or significant upgrade of commercial properties.
2. Improvements to the leasehold space in a comprehensive manner so the building can be prepared for multiple tenants and/or an anchor tenant.
3. Redesign of the building facade and exterior grounds of the property.
4. Jobs creation and business growth loan program

D. PROJECT FUNDING

Grant funds shall be capped at 20% of the overall cost of the redevelopment project or a maximum of \$100,000.

Funding is limited by the amount budgeted in the CRA each year.

Each grant award is subject to approval by the CRA board.

XV. COMMERCIAL REAL ESTATE, INFILL AND BUSINESS EXPANSION GRANT

A. STATEMENT OF PURPOSE

The goal of this incentive is to facilitate the redevelopment of blighted or underutilized buildings in the CRA, infilling of vacant lots in the downtown area, and the expansion of existing businesses into underutilized or vacant space (tenants or property owners).

B. ELIGIBLE PROPERTIES

Any businesses (relocating or starting a business) in any of the City's Redevelopment Areas (Downtown Zoned Redevelopment Area, Marine District, and Highway 19 Corridor) with a targeted business as described in Section VI are eligible to apply for assistance. The following are target areas for this grant:

1. Downtown Zoned Redevelopment Area
2. Marine District Redevelopment Area
3. Highway 19 Redevelopment Area

C. ELIGIBILITY REQUIREMENTS

The Commercial Real Estate, Infill and Business Expansion Grant Program is designed to facilitate the redevelopment of blighted or underutilized buildings in the CRA, infilling of vacant lots in the downtown area, and the expansion of existing businesses into underutilized or vacant space. Since not all redevelopment obstacles are the same, this program allows the CRA the flexibility to choose from a variety of options to facilitate these projects. Grant funds will require a redevelopment agreement and target four specific elements of the project.

1. Purchase and/or significant upgrade or infill of commercial properties.
2. Improvements to the leasehold space in a comprehensive manner so the building can be prepared for multiple tenants and/or an anchor tenant.
3. Redesign of the building facade and exterior grounds of the property.
4. Expansion of existing or new targeted businesses into underutilized space.

D. PROJECT FUNDING

Grant funds shall be capped at 20% of the overall cost of the redevelopment project or a maximum of \$100,000.

Funding is limited by the amount budgeted in the CRA each year.

Each grant award is subject to approval by the CRA board.